

S/N 10/551,102

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Oddo	Examiner:	Loftis, Johnna Ronee
Application No.:	10/551,102	Group Art Unit:	3624
Filed:	August 14, 2006	Docket No.:	60136.0106USWO
Title:	GENERATING AUDIENCE ANALYTICS		

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**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir or Madam:

The present communication is in response to the Office Action mailed on September 28, 2010. Please enter the following amendments to the claims and consider the following remarks addressing all points raised by the Office Action as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 8 of this paper.